

COMMUNICATION

We understand that communication with you is critical to the success of this masterplan. We recognise that some of the community felt this was not as comprehensive as you would have expected and will respond to this with a more substantial exercise to promote the next draft.

In the meantime please help us to do so by ensuring we have your contact details if you wish to be contacted direct – if you have not received this newsletter by email (or post if you do not have an email address) and would like to be added to the distribution list please let us know. You can follow the masterplan on Facebook www.facebook.com/chuleyroadmasterplan and keep up to date with news from the National Park Authority on twitter www.twitter.com/dartmoornpa. The web page www.dartmoor.gov.uk/ashburtonmasterplan will also be kept up to date with the latest information, events and documents.

Please note that the project lead and principal point of contact for the masterplan is now Dan Janota, Senior Forward Planner at Dartmoor National Park Authority.
Email - forwardplanning@dartmoor.gov.uk Tel - 01626 832093
Address - Parke, Bovey Tracey, Newton Abbot, Devon TQ13 9JQ

WHAT HAPPENS NEXT?

The masterplan needs further revision in order to get it into a shape we can agree. This means another draft will be prepared, with a further stage of consultation to seek your views on the proposed changes.

We recognise that communication is critical to the success of this project so will be talking further with landowners and other stakeholders as we prepare Draft 2. We will revisit the research reports carried out so far to ensure they provide all the information we require, and will hold a further 6 week consultation with local people once Draft 2 has been published.

The need for a further draft consultation does mean that this process is taking longer than we envisaged, and we would be grateful for your patience and continued involvement in the process. This is an important opportunity for Ashburton and we do want to get it right – this means we need your views and support.

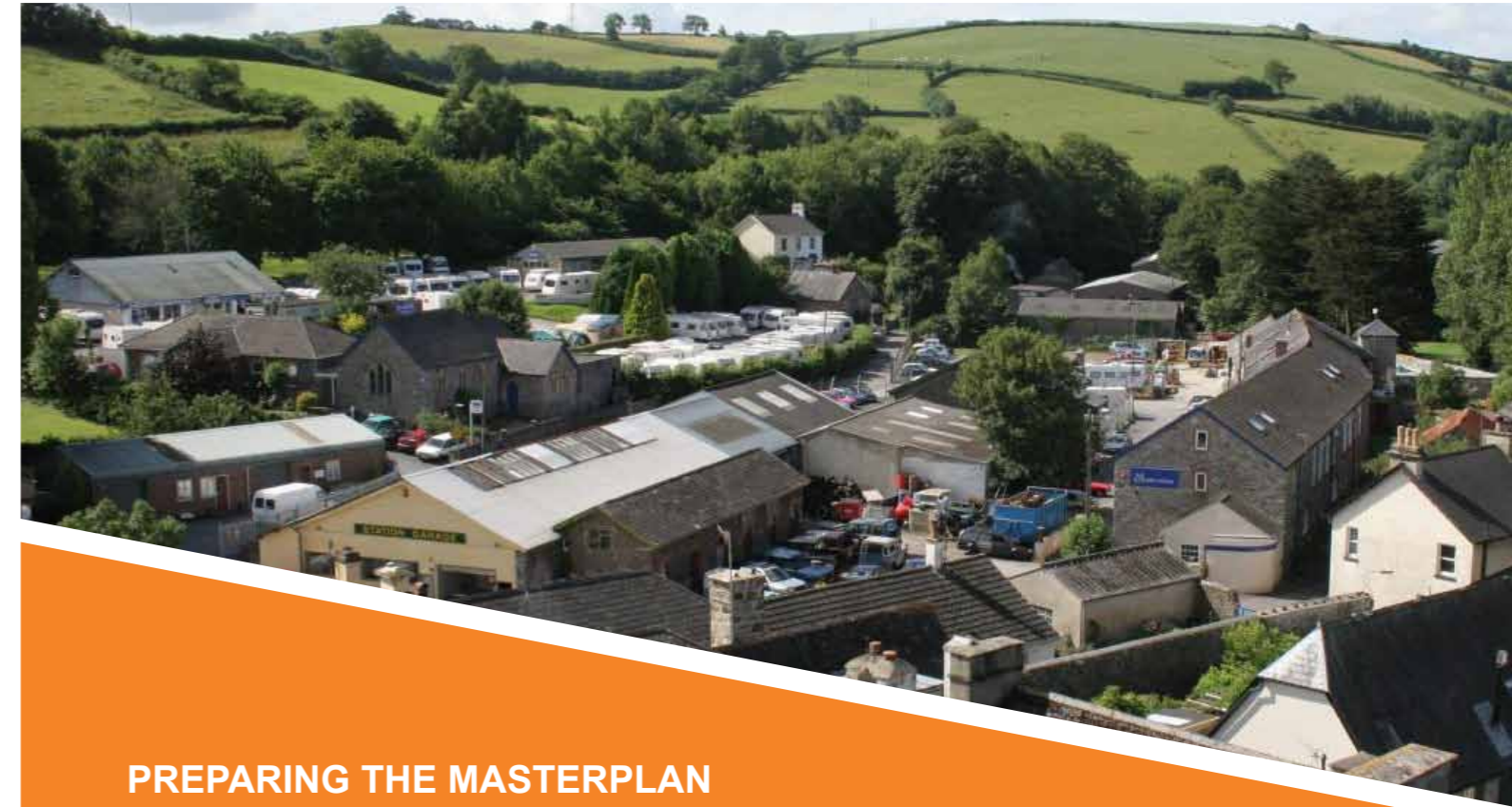
Importantly the communication around the plan needs to be two-way; an important aspect of the engagement is your understanding of what we can and can't do as part of the Masterplan. Whilst we want to get a scheme which you can support, and goes as far as it can to tackle issues with the site and surrounding area, it is important to understand that redevelopment of this site will not solve all of the issues in Ashburton relating to flooding, parking and traffic, as well as providing affordable housing, community space and other improvements. We aim to get as much from the redevelopment as we can for Ashburton, but must recognise that this site can only deliver so much.

We thank you for your patience and continued engagement with the Masterplan.

CHULEY ROAD MASTERPLAN

COMMUNITY NEWSLETTER ISSUE 5: PREPARING THE MASTERPLAN

JULY 2014



PREPARING THE MASTERPLAN

This newsletter provides an update of the current position in preparing the masterplan for the redevelopment of Chuley Road, Ashburton.

This masterplan is being carried out in response to an approach from several major landowners at Chuley Road who wish to redevelop their sites. The masterplan will provide a 'blueprint' for the redevelopment, it will ensure that opportunities are taken to provide wider community benefit (for example through new parking and flood mitigation), and require that individual planning applications piece together and contribute towards these wider improvements.

The National Park Authority does not want to see 'ad hoc' redevelopment of this site, so the masterplan enables us to work with the landowners and the community to establish what the priorities are for the site, and prepare a plan which will get as close to achieving them as possible.

BDP.

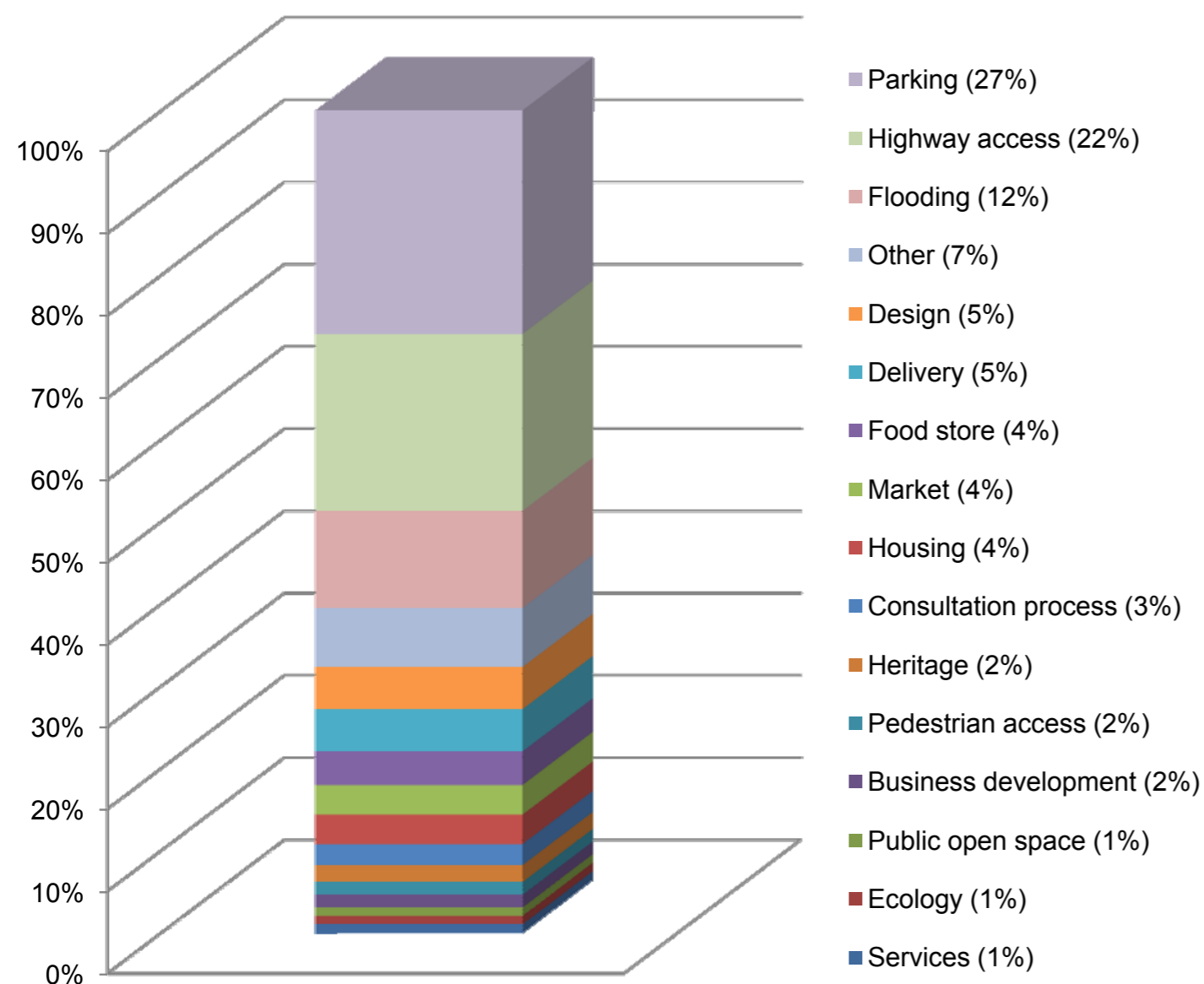


CONSULTATION DRAFT - YOUR RESPONSE

Firstly, thank you to everybody who took the time to respond to the draft. Your input is appreciated and the most important message in this newsletter is that we hear your concerns, and are looking at how we can respond to those through changes to the masterplan. There is a separate report which summarises the consultation responses on our web site www.dartmoor.gov.uk/ashburtonmasterplan.

A total of 55 written responses were received on the draft Masterplan. These have been summarised into 195 individual matters raised. Clear themes have emerged from the consultation around parking, highway access and flooding. The comments received around these main issues are explored further, below. A range of matters beyond these main three have also been raised (making up 39% of comments). These will all be taken on board as revisions to the draft plan are considered.

Figure 1. Matters raised at draft consultation



Parking made up 27% of the matters raised in the consultation responses. Key concerns were:

- There should be a net gain in parking (17*)
- Proposals are inadequate for existing businesses (9*)
- Proposals are inadequate for new housing (6*)
- More parking is needed for existing residents (3*)

*Total number of comments received

Concerns were also raised around the proposed changes at St Lawrence Lane; the need to consider wider parking issues in the town; suggestions for potential solutions were also proposed. It is recognised that parking is a key concern among local residents and that the community does not consider the draft Masterplan to propose an appropriate approach to matters within the site, and the role that changes in Chuley Road may play in helping to resolve wider parking issues in Ashburton.

Highway access - 22% of matters raised related to highway access. In particular the following issues were put forward:

- Need for more detailed consideration of Bulliver's Way access (8*)
- Stonepark should not be used for access (8*)
- There is a need for a better understanding of highway access issues (5*)
- Concerns around deliveries to the proposed food store (4*)

*Total number of comments received

Concerns were also raised around access on St Lawrence Lane and the continued use of the Whistley Hill A38 junction. A number of specific issues were raised around particular proposals as well as suggestions of potential solutions. The response to the consultation makes clear that many respondents do not consider the current proposals to be an appropriate approach to highway access arrangements for Chuley Road.

Flooding - 12% of comments received related to flooding, with some respondents focussing in great detail on the issue. The key issues that have been raised relating to flooding are:

- Importance of downstream flood prevention (4*)
- Current proposal will not be effective (3*)
- Measures should focus on improvements to the Balland Culvert (3*)
- Need for better understanding of flood risk issues (2*)

*Total number of comments received

Key issues raised around flooding relate to the scope of the issue, and how the Masterplan may resolve issues on the site for both existing and new occupiers, and whether on site measures are sufficient. It is recognised that flooding is a key concern of the community that respondents feel requires further consideration.

Other key matters raised

- Design – particularly in relation to the area next to the A38 (outdoor experience), sustainable design and vernacular design recognising the heritage of the area
- Delivery – including the need to respond more sensitively to existing or remaining businesses, and the viability of various elements
- Food store and market – responses show general support for the idea of the market, again there is an equal split on the merits of a food store